

## Comparison Chart of Two Publications

Group Members:

Complete the following chart in your groups. Use point-form notes to describe how the criteria are used.

Criteria for Comparison	First Publication:	Second Publication:
Sample Topics of News Reports		
Sample Topics of Features		
Sample Topics of Editorials		
Level of Language, e.g., formal, informal, slang		
Types of Graphics, e.g., photographs, figures		
Use of White Space, e.g., balanced, attractive, cluttered		
Types of Reader Response, e.g., letters, classified, ads		
Types of Classified Ads, e.g., for sale, personals		
Types of Display Ads, e.g., promotional, sale, image		
Target Audience		
Purpose of Publication		
Other		

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